Executive Summary

Date: May 3, 2023
To: Qrious Insight
From: Team 6
Subject: Business Intelligence Report on Computers and Accessories Sales

Introduction

Qrious Insight tracks behavioral data from user's mobile and website activity, and as a Business Intelligence team, the goal of the project is to come up with strategic priorities to increase digital transactions. It is a data-driven approach, analyzing 5 months of user's shopping and deriving trends through pre-purchase activity such as social media, shop visits, website searches etc. The priority for our team is to obtain key insights for the Computers and Accessories category and compare the KPIs with other categories. These insights will help provide recommendations for advertising strategy and build out category-specific best-practices. The team performed data exploration and in-depth analysis of the data to present the observations and insights to the Qrious Insight team.

Analysis

Market Segment
The global computers and accessories market is valued at $16.9 billion and is expected to grow to $24.7 billion by 2030 (Research and Markets, 2023). The computers and accessory market represent a high growth area of E-Commerce and big box retailers will need to optimize their digital strategy to grow.

Purchase Journey
Our analysis reveals that the top product category viewed without purchases is used electronics. The purchase journey of users can be diverse and may involve a single session or multiple sessions. Users may view products without making a purchase, and businesses can leverage this information to offer personalized recommendations and incentives. Our findings suggest that understanding individual purchase journeys is crucial in providing tailored user experiences that can drive conversions and foster customer loyalty.

Re-purchase frequency
Our analysis highlights the importance of tracking repurchase frequency as it can provide valuable insights into customer loyalty and satisfaction. Specifically, our findings indicate that within the computer and accessories category, users tend to repurchase a product every 11 days on average, and 31% of customers made a repurchase between October 2022 and February 2023. Interestingly, our analysis shows that purchase frequency is highest during December, which may be attributed to the holiday season and presents an opportunity for businesses to adjust their marketing strategies

accordingly. Overall, understanding repurchase frequency is crucial for businesses to improve customer retention, drive revenue growth, and deliver exceptional customer experiences.

Advertisement

Using top searched keywords (tablet, laptop, camera, wireless, and case), we can target our marketing efforts to drive website traffic. According to Dean (1999), cues like popularity and endorsement have the potential to impact consumer pre-purchase attitudes, indicating the value of advertising through social media and Google to increase brand recognition. Incorporating relevant keywords in app descriptions and ads, leveraging user interests (White et al., 2009), can boost visibility and attract potential customers. Adopting effective marketing strategies and leveraging insights will enhance our digital presence and drive sales growth.

Recommendations

In summary, based on our analysis and supporting research, we recommend the following strategies to improve sales of computers and accessories:
- Use targeted advertising to drive pre-purchase activity.
- Conduct seasonal analysis and adjust ad frequency to maximize ROI (return on investment).
- Leverage user search behavior to optimize digital marketing outreach, search engine recommendation, app store optimization, and inventory management.
- Utilize co-purchase behavior to make cross-category recommendations at the product-bag stage.
- Regularly revisit and update digital strategies based on changes or trends to maintain a competitive edge and drive sales growth.

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